

Julia Seide

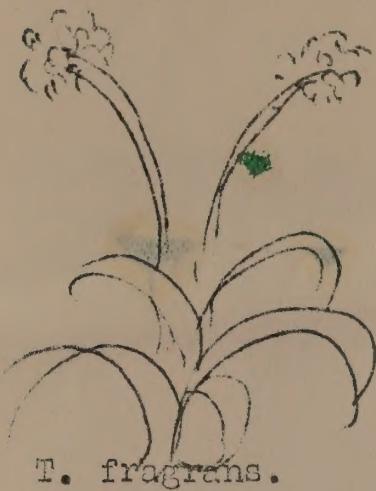
[1960]

AFRICAN PLANTS

LIBRARY
RECEIVED
★ APR 18 1960 ★
U. S. Department of Agriculture

We offer unusual aquatic & terrestrial plants from the Continent of Mystery & Enchantment for your approval & gardening pleasure.

All plants offered on these paragraphs are flowering sizes, specially grown or collected for us in Africa. These are primarily house plants except in Southern California, Florida & the Southeastern USA. All are very colorful, very unusual & since we buy from the collectors, our prices are lowest.



T. fragrans.

TULBAGHIA FRAGRANS

TULBAGHIA FRAGRANS, is a plant that is gradually coming into a well deserved popularity. The plants grow 8-10 inches tall, are evergreen & bloom repeatedly from Nov to Jan with umbels of pink fragrant blossoms that look like a pink narcissus. One plant will pleasantly scent an entire room. IT is a dwarf African Amaryllis, prices 3/\$1. Makes excellent cut flowers.

FOOTBALL LILLY

FOOTBALL LILLY, HAEMANTHUS KATHERIANAE, this plant is a very unusual African Amaryllis, that has a very large umbel of brilliant scarlet orange flowers, about 10-12 inches in diameter. The plant is very striking in appearance when in flower. Following which the foliage develops resembling a small rubber plant. Blooms in the Fall, sets seeds readily and is vigorous. Formerly sold @ \$7.50, our price @ \$2. Plants grow 12 inches tall.

These plants are illustrated in Chabot's 'Greenhouse Gardening' but they grow well as house plants.

H. Katheriana

SPECIAL! ! ! CRINUM HYBRIDS, very few large White Trumpet Amaryllids

NERINES © \$1.

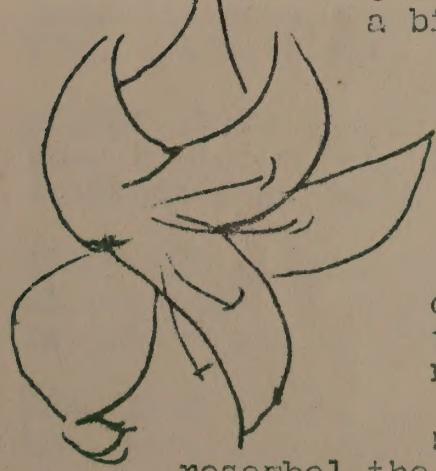
NERINES are interesting South African dwarf Amaryllids, growing 8-10 inches tall & fall blooming in varying shades of pink, light lilac and lilac. The flowers are arranged in umbels similar to a Roman Hyacinth, with all flowers at top of umbel.

We offer the following:- Nerine bowdenii, has attractively twisted foliage, pink flowers. N. sarniensis, the foliage is varigated, green & white, light lilac flowers. Sometimes we have N. krcigerii & N. filifolii, all uniformly priced 3/\$1.

NERINE HYBRIDS, these are English Hybrids, greenhouse raised from seeds that produce larger blossoms of uniform color @ \$3.

ORNITHOGALUM

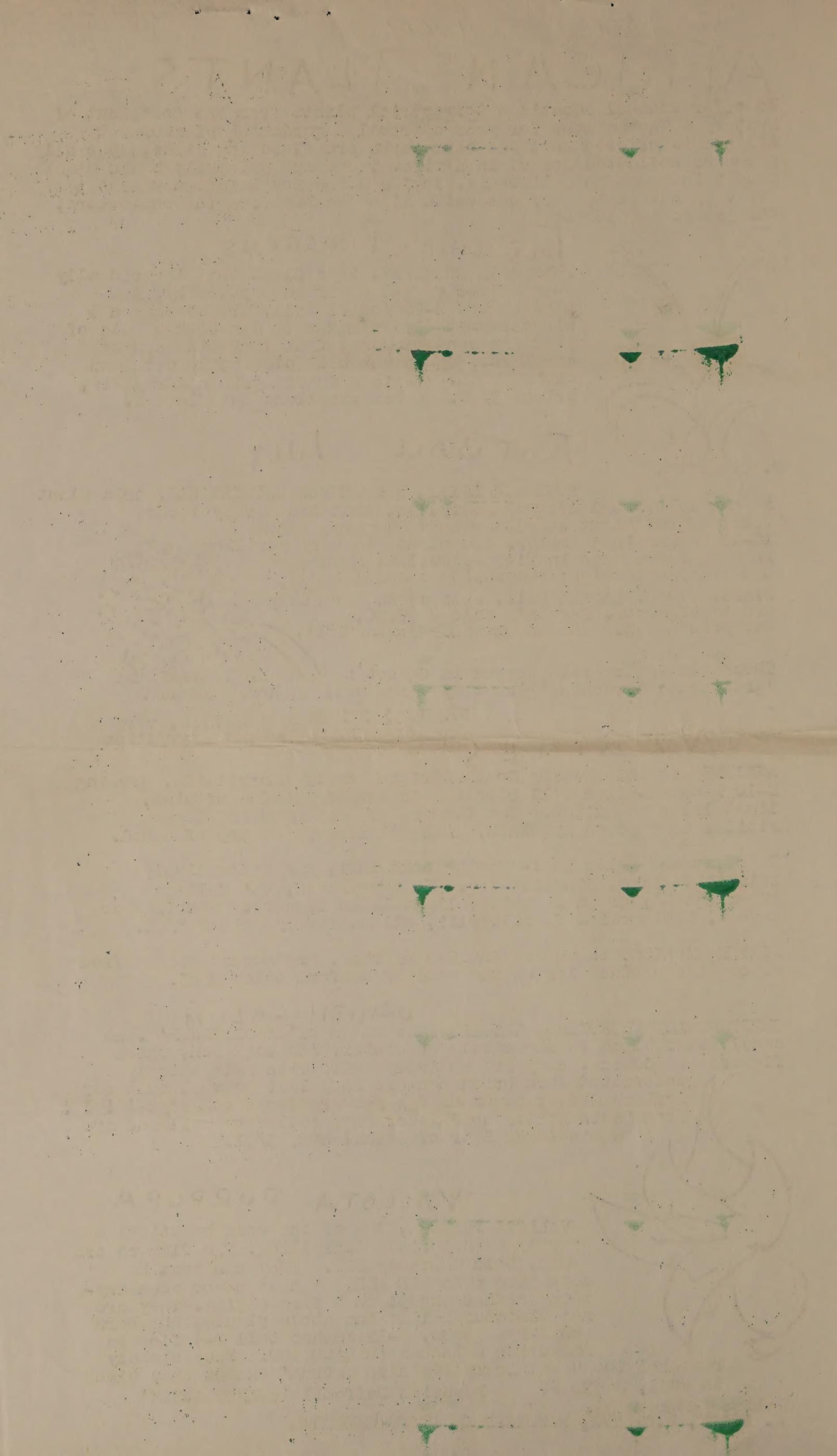
ORNITHOGALUM THYROIDES, this is also known as 'GINGERINJEE'. The small bulbs bloom in the middle of winter, Jan to March, which flowers are scarce, they are an ivory white with attractively contrasted dark brown center. They last so well that our African Grower sends us Cut Flowers for the Market ! ! ! From South Africa to Boston. They sell very well and are a bicolor Star of Bethlehem, 3/\$1.

VALLOTA PURPURA

VALLOTA PURPURA, one of the most beautiful & rarely seen African Amaryllids. The flowers are Big, bold & brassy RED. They can best be described as a RED RED. I have never seen anything redder except on a fire engine. They are not miniatures like the above plants, but born on large stems, 8-12 inches tall 2-4 flowers measuring 8 inches in diameter. They closely resemble the usual Amaryllis 'hippastrum' except they bloom in Fall, @ \$3, PP Peruvian Daffodil 'SULFUR QUEEN'

Golden Igname @ \$2.
J. SEIDE, P.O. 272, MARBLEHEAD, MASSACHUSETTS.

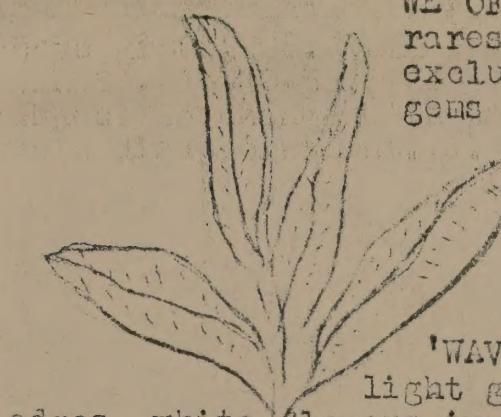
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ATTRACTIVE PLANTS

WE OFFER FOR YOUR HOBBY PLEASURE ABSOLUTELY THE rarest aquatic plants, jungle collected by our exclusive agents. Bring a few of these tropical gems into your tanks to make them romantic.

Most of these plants are selected for their ability to live in artificial(shade) light, except where noted. For greater value they are offered in collections, at reduced prices.



'WAVEY LEAVED LACE PLANT', *A. crispum*, light green attractive leaves with ruffled edges, white flowers in summer, from our healthy bulbs.

'POOR MAN'S LACE PLANT', *A. ulvaceous*(INDIAN), this plant has fewer ruffles than above, slightly smaller, but leaves more red tinged.

DWARF AQUARIUM LILLIES, two types. *N. stellata*, black bulbs, dwarf lilly, blue flowers, rarely white & sometimes Pink, illustrated to rt, & Dwarf Madagascar Lilly, Daubin, always blue flowers. Needs bright sunlight to thrive.

'TEMPLE PLANT', *N. Stricta*, an attractive ornamental Giant member of Hygrophilla family, blue flowers. Likes Heat & light.

Prices above @ \$1.25, Any Three Different, your choice \$3. This is our advertised 'TEMPLE PLANT COLLECTION'.

'RHUBARB LACE PLANT', *Cryptocoryne sonphongs*, has attractive crinkled leaves, contrasting red stems, beautiful with overhead light.

'Cryptocoryne undulatum', semi-dwarf plant, 6" tall, bright red with ruffled leaves, very, very attractive.

RARE red *A. Crispum*, a naturally occurring bright red form. GIANT CRYPT, crinkled light green leaves 12-18 inches tall, handsome. Crypt. nurii, Bicolored Malayan crypt, very attractive.

Echinodorus Longistylus 'Melon Sword' very beautiful, new leaves bright red.

Ech. radicans, 'Guyenesis' *Ech. macrostylus*(new), *Ech. cordifolia*, (Collophane Plant)

PRICES Above plants @ \$2.25. 'ADVERTISED CONNOISSEUR'S COLLECTION', your choice of any TWO above plants, PLUS 'TEMPLE PLANT' collection an \$8.50 value for \$6.

GIANT RED MALAYAN CRYPT, this is a most handsome plant, recently discovered and as yet unnamed. The plant grows up to 15" tall, and is bright red underneath & violaceous red on surface. Grows slowly.

TRUE LACE PLANT, *A. fenestralis*, 'QUEEN OF AQUATICS', sturdy leaves, that have holes in them, lace-like.

INDONESIAN LANCE FERN, *Campylogramma lancifolia*, true underwater crooping fern, viviparous leaves, very attractive.

'BORNEO CRYPT', purple spotted bicolored from Borneo.

ABOVE PLANTS @ \$3.75 medium

11. 11. 1903. The first product of the
botanical oil. It consists of a thin,

yellowish-green, transparent film, which
is easily torn, and which is soluble in
water.

This film is composed of a large
number of small, irregular, rounded
cells, which are closely packed
together, and which are easily
broken down by pressure.

The film is very brittle, and
breaks easily when it is handled.
It is soluble in water, and
can be dissolved in alcohol.

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LILLY POOL

L I L Y

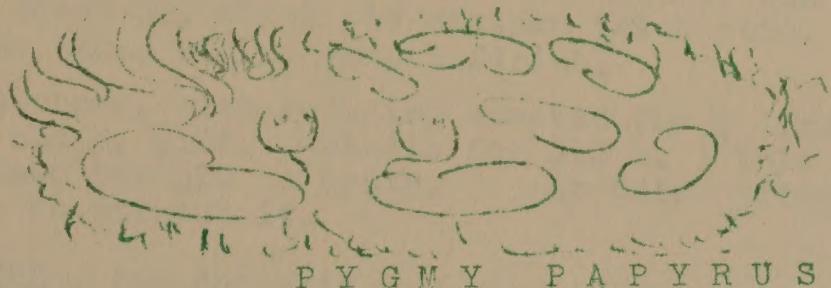
P O O L

WATER LILY POOL, \$3, PP, COMPLETE WITH BLOOMING SIZED LILY, N. stellata, most satisfactory of the graceful small growing types, with near standard sized blue blossoms.

These healthy bulbs are raised in the tropics, where they store up an abundance of tropical energy and rushed from our direct field collector to us via airplane, losing none of their vitality. They are set to explode in your garden, giving you the benefit of their stored energy. Most are blue, a few bulbs are the rare white or pink. We can't separate them.

This offering of flexible vinyl plastic pool, may be made into round, oval or oblong to fit garden contour of small gardens, where space is at a premium; lends a charming, exotic accent that will be a real conversation piece.

The pool holds 15 gallons, and may be made longer or narrower, or any shape, depending on your wishes, to conform to any landscape design, when you set it into the ground. Every garden can now feature these lovely fragrant lilies. Complete cultural directions with each blooming sized plant shipped. These tropical lilies are only shipped at the proper planting time.



P Y G M Y P A P Y R U S

PYGMY PAPYRUS, graceful stems surmounted by tufts of leaves, classical biblical plant, only 18 inches tall, excellent for pool-side planting, biblical instruction or didactic scientific studies. The leaves are viviparous. Plant @ 50¢, only with other order. FREE plant for any Science or Sunday school instructor, only with other order. This is first plant from which paper was made.



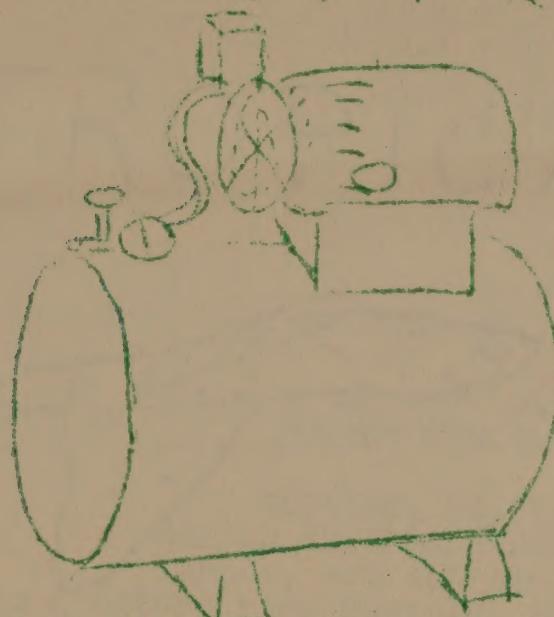
Water ferns, Nitella, Duckweed and Salvinia, best hiding plants for pool or aquarium, all more or less floating, @ 25¢, or smaller plants assorted for 5¢. These plants allow plenty of hiding space for live bearer fishes, so a high percentage of them are saved.

JULIA SEIDE, P.O. 272, MARBLEHEAD, MASSACHUSETTS,

LARGEST DIRECT IMPORTERS OF AQUARIUM PLANTS FROM THE TROPICS.

FREE AIR TANK & COMPRESSOR

DELIVERED FOR \$10



JUST WHAT YOU AND EVERYONE OF YOUR SERIOUS AQUARIIST CUSTOMERS ALWAYS WANTED. A PROFESSIONAL HEAVY DUTY AIR COMPRESSOR & STORAGE TANK, THAT WILL GIVE YOU RELIABLE YEARS OF SERVICE AT A SENSIBLE PRICE.

THIS UNIT CAN BE YOURS FOR NOTHING!!

SELL THE SMALL UNIT OR UNITS YOU ARE NOW USING TO A CUSTOMER WHO CAN GET ALONG WITH A SMALL UNIT, TAKE THE MONEY, AND IT WILL PROBABLY PAY FOR THIS COMPRESSOR & TANK!!!!

IF IT DOESN'T, THE SAVINGS IN FISH LOSSES IN THE FIRST SIX MONTHS OF THE TANK'S OPERATION WILL.

THIS IS THE ONLY UNIT THAT IS GUARANTEED TO PRODUCE THE RATED CAPACITY OF AIR & COMES WITH ATTACHED PRESSURE VALVE TO PROVE IT. THIS GIVES SHOT EXACTLY THE AMOUNT OF AIR PUT OUT AT ALL TIMES. IT IS ALSO GUARANTEED INCLINICALLY FOR ONE YEAR FROM DATE OF PURCHASE.

SPECIFICATIONS, ONE GIRL FINNED & FAN COOLED CYLINDER COMPRESSOR, DIRECT DRIVE TO 110V/AC HEAVY DUTY, CONTINUOUS MOTOR, WITH AUTOMATIC HEAVY LOAD CUT OUT. AUTOMATIC CONTROLS ON & OFF, 35lbs - 50lbs pressure at 1725 RPM. Rated output 2.7 Cubic Feet per Minute at this speed.

10 Gallon drawn steel storage tank, with automatic safety valve & drain valve. Tested to 150lbs pressure. All moving parts permanently lubricated for life.

Unit measures $23\frac{1}{2} \times 13 \times 24$ and domestic shipping weight is 70 lbs. Costs delivered to all parts of USA from factory about \$4, which is minimum truck rate. Attractive baked blue enamel finish.

PRICE, as above, with reducing adopted for $\frac{1}{4}$ inch plastic tubing & clamp, \$106. Retails for \$135. This unit may be financed for \$10 a month. At this price, you can't afford to be without it.

ATTACHMENTS, for domestic use, or use where there is considerable dust, an intake muffler is recommended, extra @ \$3.50. PARTS & SERVICE AVAILABLE THROUGHOUT THE ENTIRE WORLD. EXCEPT VOLTAGE, this model is only available with 230V AC motor at extra \$5.

OTHER MODELS, Can supply other models of this compressor, with two cylinders to produce 5.7 CFM. But the model off course is engineered & produced to service about 100 display tanks.

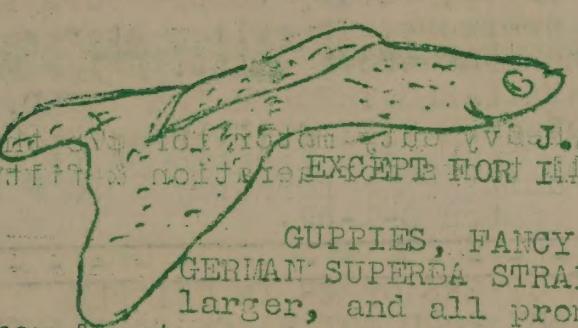
SURPLUS UNITS STILL AVAILABLE. This is offering superceded all previous offerings. Because of the continued increasing demands by labor, without producing increasing amounts of work, and the danger of steel strike, prices subject to change without notice, or substitute model supplied. NO COLD shipments. Export models of other makes & other voltages available.

J. SEIDE, P.O. 272, MARBLEHEAD, MASSACHUSETTS, USA.
PHONE MARBLEHEAD NEPTUNE 1-4500.

WE ACCEPT LETTERS OF CREDIT IN ALL COUNTRIES FOR THESE UNITS.

TROPICAL

FISH



J. SEIDE, P.O. 272, MARBLEHEAD, MASS.
EXCEPT FOR IMPORTS, OUR FISHES ARE TANK RAISED.

GUPPIES, FANCY VEILTAIL GUPPIES, HYBRIDS OF THE GERMAN SUPERBA STRAIN, in which the males are 20-30% larger, and all prominent American strains. These guppies, grow & mature very rapidly, and the females produce their first litter of young when 60 days old. All females are colored in some fashion, some with black spot at base of dorsal, and other black spots, some spotted chrome orange. We offer the guppies, with all males producing tails equal to their own body length in the following series of colors.

RED. These Guppies are really a brilliant cadmium orange, with other colors intermixed. Mature very young.

BLUE. This is the same strain as above, but there is more blue in the tails.

B. LUE, 'BETTA CORNFLOWER BLUE', These males are predominately light blue, with a few red spots in the tails, that look like jewels.

HEALTHY YOUNG STOCK OF THE ABOVE, TANK RAISED, \$5 a pair. EACH FEMALE IS BRED TO A PROVEN MALE WHO HAS BEEN TESTED & PROVED TO PRODUCE VEILTAIL YOUNG. WE SHIP FEMALES MATCHING THE MALES SO OUT STOCK BREEDS TRUE.

DERMOGYNES PUSILLUS, $\frac{1}{2}$ beaks, INTERESTING LIVE BEARERS FROM ASIA, LOOK LIKE SMALL SHARKS, \$5 pair.

TANK RAISED RED WAG SWORDS, YUCATAN MOLLIES \$2 pair. Red Wag moons \$1.50 pair. HETERANDRIA FORMOSA, smallest live bearer, produces one young each day 65¢ pair. CHIROPEOPS GOODEI, BLUE DACE, Brilliantly colored, easiest to breed, 65¢ pair.

METEOR MINNOW, COMET WHITE CLOUDS, AS DESCRIBED IN SEPT. T.F.H., MOST BEAUTIFUL VEILTAILED white cloud, \$25 pair. REGULAR white clouds, \$1.50 pair.

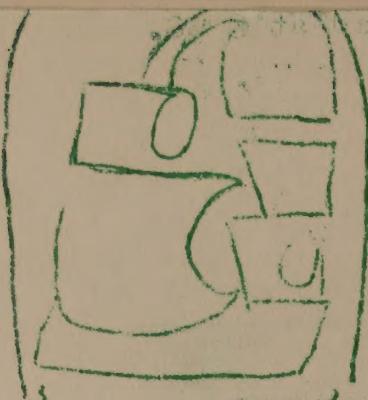
AFRICAN IMPORTS, frogs, @ \$2, ELECTRIC EELS @ \$15, LUG FISHES @ \$15, PLEMATOCHI ROMIS, COLORFUL DWARF AFRICAN CICHLID, see colored illustration in Summer issue T.F.H., \$5 pair.

ASIAN IMPORTS, LABEOS, we have red sharks, black sharke, and some green African sharks, all uniformly priced at @ \$8.

CHANNA, these are long fishes, like snakes, large mouths, egg layers that guard their young & eggs, Priced @ \$2.50 for small, and up. Depending on shipping & breeding.

SOUTH AMERICAN, RARE RED SPOTTED PUG NOSED ANGELS, P. ALTUM, they are just what the name describes, @ \$15.

BUSINESS TERMS * PLEASE SEND CHECK WITH ORDER, NAME OF NEAREST AIRPORT, YOUR TELEPH ONE NUMBER. ALL SHIPMENTS VIA AIR FREIGHT



These are new units that formerly sold @ \$275
dated 5-1-59.

This is a LIMITED offer, of a close-out of dental aeration equipment. Don't be disappointed, they are going fast, rush your order, NOW!!!!

Each has black crackle finish, has automatic pressure shut-off, and is integral heavy duty high grade first class professional unit. When these are sold, we will have no more, but they will be serviced all over the world by the manufacturer.

SPECIFICATIONS: Tank, single piece drawn steel. PUMP single cylinder type, direct drive to motor, continuous lubrication from oil reservoir. Motor, 1/6th HP, quiet, high carbon steel, phosphor bronze bearings, lubrication from wick. AUTOMATIC SWITCH - 25-40 lbs. pressure. 14 inches diameter, 29 inches tall.

ELECTRICAL: OFFER THE FOLLOWING COMPLETE varieties of current, 110/15 AC, 115 DC, EXPORT CURRENTS FOR ANY COUNTRY IN THE WORLD, the following in stock, 115/25, 160/45, 140/25, 115-230/50-60, 150/60, 230/25, 250/40, 115-230/40-42, 150/42, 220/42, 230/60, 115 DC, 250 DC.

CUSTOM BUILT AIR COMPRESSOR. The unprecedented response to the close put offer above, clearly indicates a tremendous demand for a professional unit. We are having made custom units, rotary compressors to deliver 4-5 CFM of air under 25-40 lbs. pressure, 15 gallon storage tank, V belt driven. Slightly larger than the above units. Price FOB @ \$125. PARTS & SERVICE ON BOTH UNITS AVAILABLE THROUGH THE WORLD. BOTH THESE UNITS MAY BE FINANCED, and 10% down will deliver one to you. Why not have the best?

BULK FISH FOOD, DRY, EXACTLY THE SAME AS OTHERS OFFER IN THINBLE CONTAINERS AT A FRACTION OF THE PRICE. BUY FOOD NOT FANCY CONTAINERS.

This is a special pulverized food, made from 100% small fishes & roe by nutrition preserving high vacuum process, specially dehydrated. There is nothing finer, at any price, nor any other food that will bring out better fish color. The food is very concentrated, and the fishes greedily take it. Large Pkg. 25¢ or PP, 1 lb. \$1.00. This meal will raise many generations of healthy fish without any supplemental feed, roe, or any other material. You can spend more for food, you can't buy better.

BRINE SHRIMP EGGS, GUARANTEED FRESHLY COLLECTED & GOOD HATCH

Brine shrimp eggs, collected fresh for us, by our own collector, small portion 25¢, hatches out live food anywhere in fresh water with salt added. \$5 a pint, for larger breeders.

WATCH MONTHLY ADS FOR MONTHLY AQUATIC PLANT SPECIALS.

J. SEIDE, P.O. 272, MARBLEHEAD, MASSACHUSETTS, U.S.A.

"FRESH WATER AFRICAN FISHES" by DR. MAX POLL. 499 pictures, 300 pages

"FISH OF STANLEY POOL"

\$5.00 PP

"FISH OF LAKE TANGANYIKI" BY SAME AUTHOR, SAME PRICE.

SUBSCRIBE TO "TROPICAL FISH HOBBY MAGAZINE", 57 ACADEMY, JERSEY CITY, N.J. & "THE AQUARIUM", INNES PUBLISHING CO., S. 13th St., PHILA., PA.